

To: "Patrick Walker" [REDACTED]
From: "Hunter Walk" <hunter@google.com>
Cc:
Bcc:
Received Date: 2006-03-05 22:57:33 CST
Subject: Re: [Harappa-team] google vid - 'unable to connect'

i believe the offsite is on Thur March 16 - Nikhil was going to send out an email.

On 3/4/06, Patrick Walker [REDACTED] wrote:

>
> Hooray. I totally agree with you, which is why I've been a bit baffled by
> this constant comparison to sales on iTunes (which is architected and pri=ed
> to sell hardware, but is fundamentally limited in multi-device and cross
> platform potential), and traffic/uploads on the unprofitable YouTube (whi=h
> is doing little to stem its traffic growth on the back of pirated content=-
> unsustainable and irresponsible). Google, if it focuses on the big pictur=,
> could blow them all away. We're not late at all if we focus on our streng=hs
> - massive traffic, reliability and distribution potential monetized
> primarily through ads and syndication - and see electronic sell through a=
> only one important piece of the big pie.

>
> I missed the team meeting on Wednesday. Is the away day happening?

>
>
>
> On 04/03/06, Hunter Walk < hunter@google.com> wrote:
>>

>> that's the million dollar question - i don't think it's a question of
>> beating any one other property right now. There are certainly early ent=ants
>> in the "best of their class" niches, but what Google needs to do is dec=de
>> how we want the world of online video to evolve and then use our resour=es
>> (money, talent, reach) to make it so. Right now we're chasing a variety=of
>> different start-ups and established companies, deciding how to win the =ace
>> because we were late to it with a solid single strategy, when we really
>> should be architecting the race course.

>>
>> That being said, I think we need to fast forward on the integration of
>> an ads and syndication platform - leverages our unique assets and talen=s.
>> Help longtail monetize for the first time and mainstream content provid=rs
>> extend the value of their product. While using "free" and "DTO" as the =eft
>> and right pillars giving a full range of distribution options.

>>
>> best,

>>
>> hw

>>
>>

>>
>>

>> On 3/4/06, Patrick Walker [REDACTED] wrote:
>>>

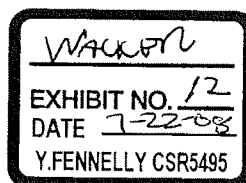
>>> I hope that's soon! But what would you say is the best property now?

>>> Who, in your opinion, do we need to 'beat'?

>>>

>>> -----

>>> Sent from my BlackBerry Wireless Handheld



Highly Confidential

GOO001-00562962

>>>
>>>
>>> -----Original Message-----
>>> From: Hunter Walk <hunter@google.com>
>>> To: Patrick Walker [REDACTED]
>>> Sent: Sat Mar 04 07:19:24 2006
>>> Subject: Re: [Harappa-team] google vid - 'unable to connect'
>>>
>>> i'll sleep when we're the best video property on the internet :-)
>>>
>>> On 3/4/06, Patrick Walker [REDACTED] <mailto:[REDACTED]>
>>> wrote:
>>>
>>> Very strange. Still can't get it here regardless of browser,
>>> but always could before and everything else working fine.. T
>>>
>>> BTW, shouldn't you be in bed??
>>>
>>>
>>> On 04/03/06, Hunter Walk <hunter@google.com> wrote:
>>>
>>> no problems here in California - off VPN, working fine=
>>>
>>> On 3/4/06, Patrick Walker <[REDACTED]> <mailto:[REDACTED]>
>>> wrote:
>>>
>>> Is anyone else having
>>> problems getting Google Video to load? I've been trying from my London home
>>> (no VPN) for about 30 mins now with no success.
>>>
>>> P
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>>> --
>>> Patrick Walker
>>> Head of Content Partnerships
>>> Google Video, EMEA
>>>
>>> Belgrave House
>>> 76 Buckingham Palace Road
>>> London SW1W 9QT
>>> Office: [REDACTED]
>>> Mobile: [REDACTED]
>>> [REDACTED] <mailto:[REDACTED]>
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>>> Harappa-team mailing list
>>> [REDACTED]
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>>> [REDACTED]
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>>> Hunter Walk
>>> Business Product Manager, Google
>>> hunter@google.com <mailto: hunter@google.com>

>>> [REDACTED]
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Hunter Walk
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[REDACTED]